

RAYMOND

A live town in a rich agricultural and stock-raising district. A good place to make your home.

There was a bad smash-up reported on the road between here and Cardston late Wednesday evening, but at present we had been unable to learn anything, only that a lady had been quite seriously hurt. The highway was blocked for some time before it could be cleared for travelling. The collision was between a truck and a passenger car.

The Raymond Recorder

Published Every Thursday
S. I. MAY, Editor and Prop.

Non-political, Partisan only in the interests of Raymond and district

Advertising rates on application

HOW CAN IT BENEFIT US

Wheat has advanced in price many workers have gone back to work, some of the wrinkles have been taken out of the stock market, but what is the benefit to Western Canada?

What good is \$1 per bushel for wheat when we have no wheat to sell? It raises prices on commodities of all sorts, and from present appearances our wheat crop will be so light that it will only partly pay expenses, and because of the rise in wheat prices those things we have to buy will cost considerably more. Then too, when prices slump, commodity prices will still stay up, and the pinch will be that much harder.

Again, winter feed is going to be short. Wild hay is practically nil all over Western Canada. Pastures are brown and bare now, and when stock should be fat and in excellent condition for the winter, they are only average, and a winter of short rations in the offing. We are not prophesying. We are merely judging from present appearances, and the lateness of the season.

Our economic Conferences have been held, and results vague and undetermined, or so far off that they will be of no avail this year. Our public debt is being increased daily by adding to Government boards, commissions, etc., to remedy the evil, and conditions go on unchanged. And now, after a great deal of waiting, of disappointment when wheat was for sale in quantities without a buyer, and the shortage is becoming more acute, with less and less chance of a crop, the price advances, and everyone is faced with an expensive proposition that none can afford, viz., either sacrificing livestock of all kinds on an already weak and poor market, or taking a chance on an open winter and trying to carry stock through on half rations or less.

It appears that we still have lessons to learn. With light crops for the past two or three years, a gradually diminishing supply of straw in the stack, then comes this year without any hay crop, with a very light and disappointing grain crop, no money, and still more debts.

We admit, the picture is not a cheerful one. It is likely it is not the kind anyone desires to look at. But can we deny that it is not at least partially the truth. We must have a change somewhere. There must be a remodelling of the control and distribution of wealth. Can ada today sits with thousands

of unemployed, millions of acres of wheat fields drying up, in the shrivelling stalks of grain. Thousands of head of cattle with poor prospects of feed for the coming winter, and a discouraging outlook for next spring when planting time comes. Is it any wonder that a spirit of unrest and almost of revolution is in the hearts of men.

We are advised to be radical, sane and cool, and at the same time stand by and watch our expenses of government continually mounting, government offices being added to continually, taxes consolidated but not getting any smaller, machinery bills unpaid, and interest growing, and land payments going by the boards. So long as the credit of the nation is good our legislators will get their money, the unemployed will be fed and cared for, and the burden added to the shoulders of the people who are trying to pay their taxes, Dominion, Provincial and local, who are getting farther and farther behind each year. But let the people say to Governments from the greatest to the least to come and take their holdings, say to the machine companies to come and get their machinery, and say to mortgage companies to come and get their land, and everyone go on relief, then how long would the credit of the Dominion or Province be good, and who would be looked to to pay the bills. It would seem that the time was at hand to cut government overhead to the core, to try and do something tangible to lighten the burden on the shoulders of the ones who are trying, and to give the unemployed a chance to do something to pay for their keep, instead of getting orders from the municipalities, cities, etc.

In the face of such conditions, with a 20 p.c. average crop or less, to see prices skyrocketing, with the prospects of those who seed next year paying \$1.25 or so per bushel for the seed they plant, because some market manipulator wants to make a little extra "swag" makes it look as though democracy were a joke, and representatives legislation a hoax.

Surely it is time for a change, and people will have a change even though it seem radical and foolish. What will it be?

A FAMILIAR FIGURE RETURNS

Prices are going up. Employment is going up. Wages are going up. Sentiment is unmistakably upish. In fact, it would seem everything is on the good old American up-and-up. But how about common sense?

Ask the tipster. He should know. The trend of his profits depends on the fluctuations of public common sense.

Americans thought they were learning a big lesson in the last months of 1929. In the next two years they felt sure they were. Certainly experience, that most forceful of teach-

ers, did not spare the economic rod when attempting to unspool the children of speculation. But how well the idea that "you can't get something for nothing," was digested and assimilated to be seen.

As the first bars of the creature to a new prosperity sound, Postmaster General Farley finds it advisable to sound also a warning that the recent rise in the stock market "has resulted in the reappearance of the so-called 'tipster sheet' and the revival of market services designed only to separate people from their money."

And that is not the only danger which, through the tipster, faces a people attempting to put its economic house in order and its profitward impulses under control. The Postmaster-General continues:

The whole practice tends only to encourage speculation and to undermine the efforts of the Administration to bring about a normal and healthy industrial recovery.

Not only for personal reasons, then should the person with money to invest shun all but the most reliable and disinterested advice regarding his operations in the securities market. If recovery is to be sound, it must be accomplished with a minimum of speculation.

The Postmaster-General may warn. But he cannot equip the public with the common sense necessary to heed his warning. That job falls on the individuals who make up the public. Many persons have sufficient experience and perspicacity to distinguish between the mere tipster and the honest investment service. And those who have not, still can claim a sufficient measure of common sense to eschew temptations which take the form of unreasonable promise of wealth.

Even where one feels inadequately equipped with what is commonly regarded as financial common sense there still stands conscience—a most reliable guide in all business dealing. The times have shown quite clearly that national wealth is dependent upon something more solid than individual riches. President Roosevelt sounded this note Monday evening over two national radio chains. He said:

It is time for each and every one of us to cast away self-destructing, nation-destroying efforts to get something for nothing and to appreciate that satisfying rewards and safe rewards come only thru honest work. That must be the new spirit of the American future.

The new prosperity for which Americans are working today will not be bought on margin. It will be earned through the constant application of the rightness of thinking to daily business. In this the desire for quick and unearned profits—of which the tipster is only one manifestation—have no place.—Christian Science Monitor.

DID YOU EVER STOP TO THINK?

By Edson R. Waite
Shawnee, Okla.

"Some national advertisers are restricting their campaigns to a few of the larger papers in the states in which they are working and are not taking advantage of the splendid opportunity afforded them by the smaller media to introduce and keep before the public their products," says H. Gait Braxton, editor of the Kinston, (N. C.) Daily Free Press.

Continuing, Mr. Braxton points out that there is a growing tendency on the part of national advertisers to overlook the smaller fields. He says:

"There seems to be a growing tendency on the part of national advertisers to cut out or limit the campaigns in the smaller media. Some advertisers are restricting their campaigns entirely to the larger fields while others are graduating the size of their copy, using larger and sometimes more frequent insertions in the so-called 'state papers' with a slightly smaller series and schedule for the next size papers and still smaller for papers printed in towns of from ten to twenty thousand. The

HALL'S BARBER SHOP

POPULAR PRICES

SATISFACTORY SERVICE

CALL IN FOR A SMOOTH SHAVE

DON'T

DISCARD THOSE SHOES WITH SNAGGED AND TORN HEELS. WE CAN COVER THEM WITH NEW LEATHER AND MAKE THEM GOOD AS NEW

GIVE US A TRIAL
BETT'S SHOE HOSPITAL

EAT AT THE
HOLSOM
WHEN IN
Lethbridge
GOOD MEALS
ALWAYS

W. Paris

TINSMITH and PLUMBER
Agent for Hecla Furnaces

Have Troughing, Cornices, and Skylights

REPAIRS AND CAMBRIDGE RAD-
IATORS RECORDED

ESTIMATES GIVEN FREE

COME IN!
We Love to Scrape Acquaintances

We Welcome Our Old and New Customers

VEL'S BARBER SHOP
Next To Togo Cafe

Raymond Radio Service

SERVICE ALL MAKES OF
RADIOS AT REASONABLE
PRICES

William Greep
CERTIFIED RADIOTRICIAN
and Member of Radio Association of America.
For Your Protection

Call at home of S. Greep or write Box 98, or Phone 77.

Advertiser who are eliminating the smaller fields entirely will find that they cannot get the coverage and make the sales contacts through the generally circulated media.

"Advertisers who are including a percentage for advertising in every unit of their products sold are not always treating the local dealer fairly by taking appropriations that should be spent directly for his benefit and putting it into a campaign in some larger, more general field. Local dealers are missing a bet not to insist upon getting the full value of their advertising quotas. In the majority of cases they can get it if they work in cooperation with their local newspaper. BOTH THE PAPER AND THE LOCAL DEALER HAVE MUCH TO GAIN BY WATCHING THE SITUATION CAREFULLY AND INSISTING UPON GETTING WHAT'S COMING TO THEM."

Baby Chicks-Queen Quality

White Leghorns, Barred Rocks, Rhode Island Reds and Wyandottes of High Egg Strain

Catalogue Free Address

QUEEN HATCHERY

36 CORDOVA ST. W. VANCOUVER B.C.

CALGARY'S POPULAR PRICED HOTEL'S

HOTEL YORK

Everything Newest - Rates \$1.50 to \$2.50
FREE GARAGE COFFEE SHOP

HOTEL ST. REGIS

RATES:—\$1.00 and \$1.50

Weekly and Monthly Rates

Phone 32
Geo. Ralph

Res. Phone 33
Fred Ralph

Res. Phone 40
"Mutt" Ralph

Service

ICE DELIVERED

Tuesdays and Fridays and
Saturday Afternoons

\$4.00 per Month

RALPH BROS.

Transfer

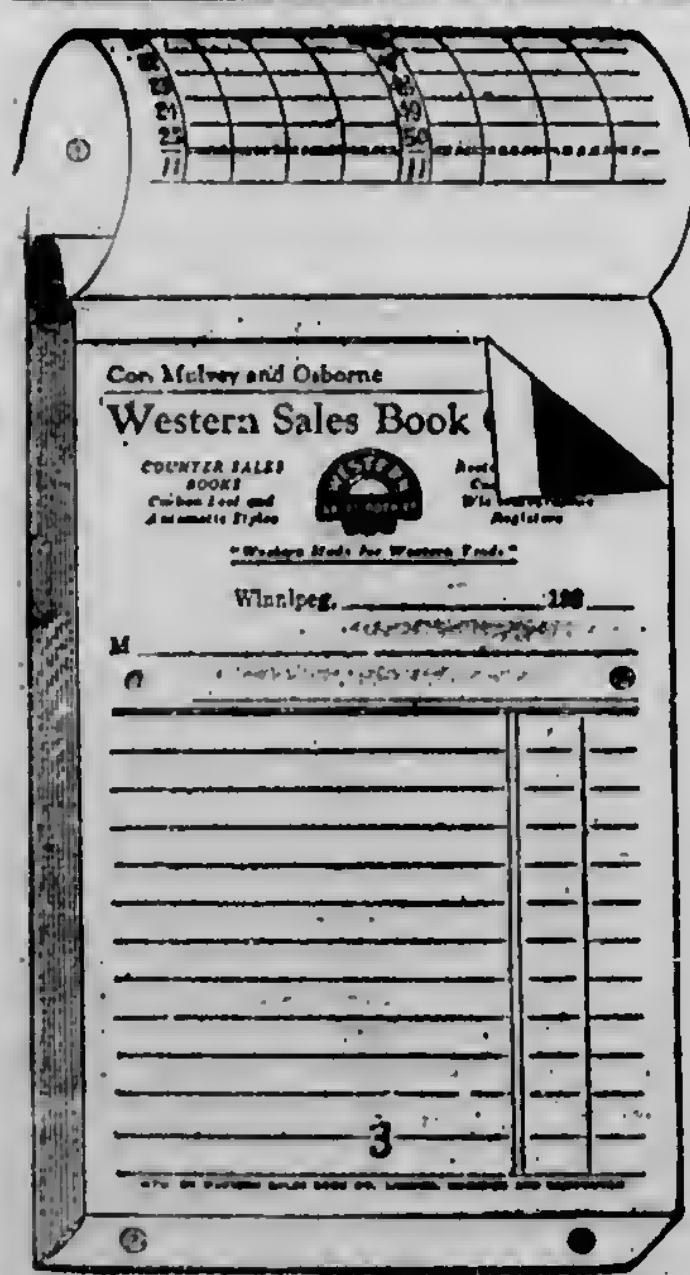
FILLER SHEET

FOR

MY FOREFATHERS BOOK

A Limited Supply On Hand

"The Recorder"



COUNTER Check Books

Prices Right - Quick Service

The Recorder

Receipt Books in two sizes

25 Receipts 10c.
75 Receipts 25c.

You will find them very handy to carry with you
Get 'em at the
Recorder Office

Bank of Montreal

Weekly Crop Report

Winnipeg, July 24th, 1933
GENERAL.

HEALTH

A HEALTH SERVICE OF
THE CANADIAN MEDICAL
ASSOCIATION AND LIFE
INSURANCE COMPANIES
IN CANADA

ONE TO ANOTHER

It is frequently remarked that a visitor to a city sees more of the interesting things than does the citizen who keeps putting off going to view points of interest which his home town has to show him. In the same way, we often learn from a distance about what is going on in our midst.

Recently, an English publication contained a very interesting account of the travelling chest diagnostic clinic of the Province of Ontario. The purpose of this clinic is to assist those areas which are removed from the larger centres of population or from sanatoria in their fight against tuberculosis.

There is one item which stands out in his account, namely, that so many of those who were suffering from tuberculosis gave a definite history of having lived in contact with another case.

This is nothing new. It confirms what has previously been observed and stated, that every case of tuberculosis comes from a previous case, and that the disease is most commonly spread in the home from an adult case of tuberculosis to the children who are in the home. Out of seventy-two cases diagnosed among children under sixteen years of age, fifty-three gave a history of contact.

It would appear that if we are to prevent the spread of tuberculosis, no child should be allowed to live in contact with an active case of tuberculosis. This desirable result may be secured either through removing the case from the home, or by having the children removed to another place. The better plan is to send the patient to a sanatorium, for not only does that prevent the chance of spread, but it also offers the patient the best opportunity for recovery.

The importance of this point is stressed because there is too often some carelessness or delay in securing the prompt separation of children from tuberculous adults. Parents do not like to part with their children. Yet, it is in the interest of the children that this action be taken, because it has so frequently been shown that it is practically impossible for the young child to live in the home with a tuberculous patient who has the germs of the disease in his sputum, without incurring grave danger of contracting the disease.

Questions concerning Health, addressed to the Canadian Medical Association, 184 College Street, Toronto, will be answered personally by letter.

A Searchman figured in a motor accident and in his anxiety to confine his telegram, notifying the family of the event, in few words, dispatched the following:

"Bruises Hurt Erased Ford Erected Analysis Hurt too Perfect Dead."

Laborious decoding on the part of relatives secured the following result:

"Bruce is Hurt. He Raced a Ford. He Wrecked it. Alice is Hurt, too. In Fact, She's Dead."

PROVINCE OF B. C.

Hay is being harvested with the crop below average. Potatoes are leading well and an average yield is anticipated. Potatoes, onions and tomatoes are making satisfactory progress. Fruit trees continue in good condition. The apple crop is estimated at 80 p.c. of average. The yield of raspberries will be light but other small fruits are ripening satisfactorily. In the Fraser Valley a heavy crop of berries is anticipated.

Bank of Montreal

Weekly Crop Report

Winnipeg, July 24th, 1933
GENERAL.

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Local Retailers

You Have Rights

You know that a manufacturer includes in the selling price of his product a percentage for press advertising—a percentage ranging from 3 to 5 per cent—sometimes, even more—when consumer-resistance is great or when the gross profit margin is very large. So, when a manufacturer spends \$50,000 a year on press advertising, it can be assumed that the total annual sales of his product amount to from \$1,000,000 to \$1,500,000.

Now, if you are stocking a nationally-advertised product—advertised in big-city dailies and in nationally circulated magazines, you have a right to see this product also being locally advertised—in this newspaper. Your total annual sales of the maker's product, joined to those of its other local distributors (if there are others), entitle you to demand that the product be locally advertised in this newspaper.

If the maker or his representative talks to you about the advertising being done for the product in big-city dailies and in national magazines, tell him that upwards of 90 per cent. of the families in your sales territory do not subscribe to a big-city daily or to a national magazine; and that, therefore, he is putting on YOUR shoulders the burden of creating and maintaining sales.

Clearly, it is not RIGHT that you should be required to promote the sale of a product in the territory served by this newspaper, without receiving from the manufacturer the

same kind and degree of sales assistance which he is giving retailers resident in cities where he is spending a lot of money on local advertising.

Quite too often manufacturers don't want to advertise in local weekly newspapers, saying that it costs too much. They forget, however, that their sales in towns served by weekly newspapers provide an advertising fund which should be spent locally. Why should the contributions from local sales to the maker's advertising fund be spent outside the local sales territory?

You have your business to build up, and to the extent that you help manufacturers to obtain and retain sales in this territory, to that extent you should receive local advertising assistance.

You've got a first-class case to put before manufacturers who want you to stock and push the sales of their product, then why not present it, either direct, or through the maker's representative when he calls?

(CLIP OUT THIS ADVERTISEMENT, AND SHOW IT TO THE REPRESENTATIVE OF FIRMS WHOSE PRODUCTS YOU ARE ASKED TO STOCK AND PUSH).

"THE RECORDER"

The Home of Good Printing

CAPITOL ENTERTAINMENT

Friday and Saturday

JOE E. BROWN IN

"Elmer the Great"

You'll Chuckle! You'll Roar! You'll Laugh at this Story of a would-be Baseball Star. Positively the funniest Picture JOE E. BROWN ever made. SEE IT BY ALL MEANS!

1st SHOW SATURDAY 7:15
MATINEE, SATURDAY 2:15

Monday and Tuesday

"The Woman Accused"

Liberty Magazine's Great Story
Ten Great Authors Wrote It...
Its Enacted by a Great Cast of
Players, Including

CARRY GRANT and
NANCY CARROLL

Gift Night Wednesday

— JACK HOLT IN —

"The Woman I Stole"

Jack Holt Never Disappoints
and in this Picture he will
Gain New Followers

TEN WORTHWHILE GIFTS
TO LUCKY PATRONS

Thursday, Friday and Saturday
Double Feature Program

"The Girl in 419" and "Dynamite Ranch"

— COMING SOON —

"JENNIE GERHART"

THEODORE DREISER'S FAMOUS STORY

Watch For Dress Sale

Starting
Wed. Aug. 2 to Aug. 10

Make Your Selection Early

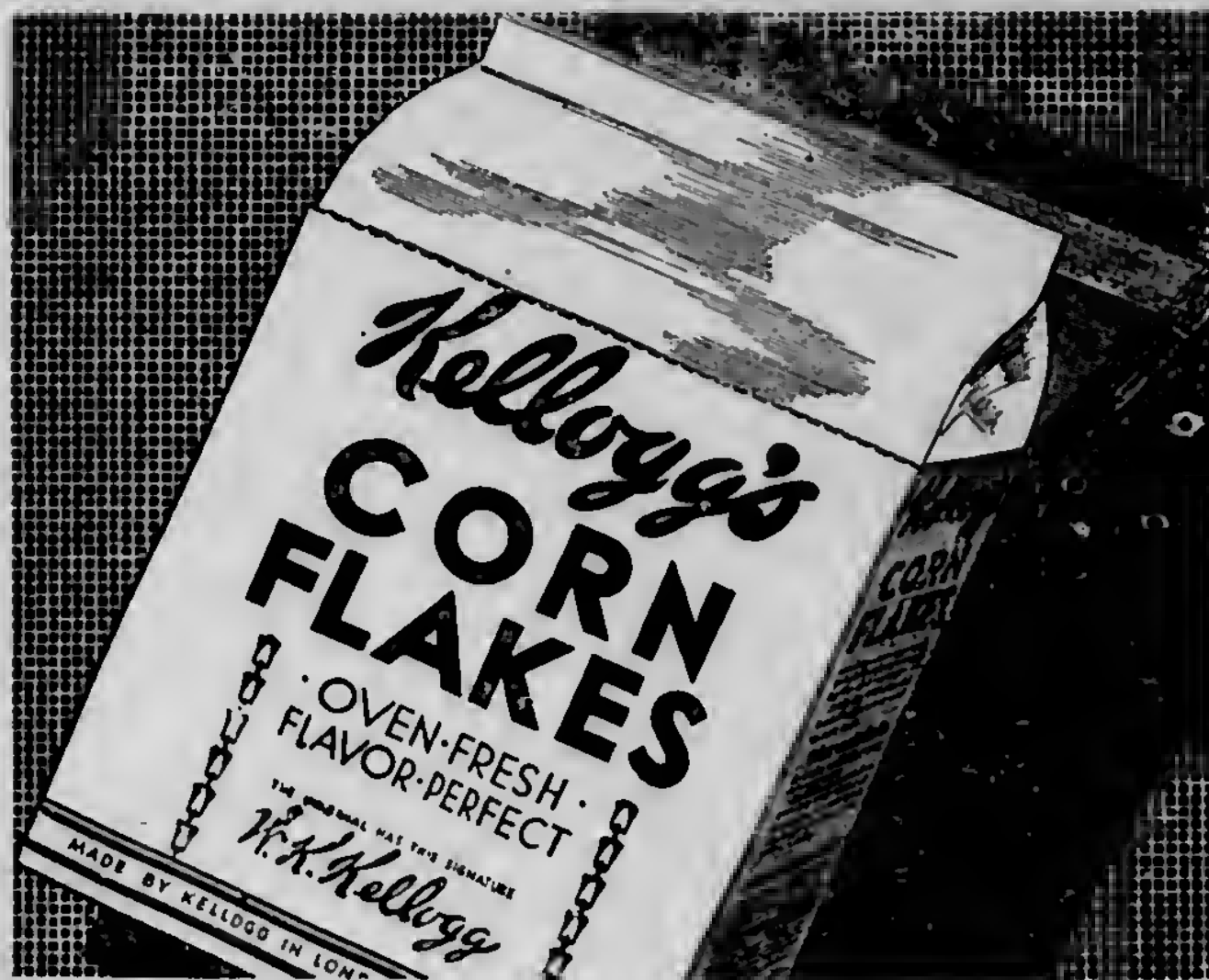
Raymond Mercantile

COMPANY, LIMITED

THE BIG DEPARTMENT STORE

SAY THE NAME

Ask for Kellogg's Corn Flakes by name. Kellogg's have been the standard of quality for more than 25 years—the finest value in Corn Flakes. . . . Every red-and-green package guaranteed by W. K. Kellogg. When substitutes are offered you, it is seldom in a spirit of service. Made by Kellogg in London, Ontario.



Kellogg's for quality

News Notes

How is your subscription??

Don't forget that we have Blank Counter Check Books in stock for your convenience and get you any kind and any quantity at reasonable prices, and in quick time.

Mrs. Chas. Lafferty met with a painful accident on Monday when a bottle of hot fruit juice was spilled on her leg below the knee inflicting a painful burn.

Mr. and Mrs. Cluster Nilsson, Mr. and Mrs. Ed. Nilsson and members of both families were Waterton Park visitors part of last week and this.

Almost 500,000 workers went back to work in the United States during June, and pay-rolls increased 11 p.c. according to a report of the Secretary of Labor. Figures for Canada would likely be about in proportion to these, although smaller in numbers of course.

Dick Powelson and Hazel Anderson were the first couple to dance on Raymond's new cement Open Air Pavilion.

Mr. & Mrs. F. R. Taylor, Mr. and Mrs. A. H. Zabriskie left Saturday morning on a vacation trip to Vancouver, Los Angeles and other Pacific points. They expect to be away about three weeks.

When lightning set fire to a lumber home in Belleville, Ont., Sunday night three boys aged between 8 and 9 years were burned beyond recognition when parents of two of the boys found themselves unable to reach the boys to rescue them.

Oil is showing in the well now being drilled at Waterton Park at a depth of 585 feet and officials expect to get into good production at around 1,000 feet. The pound, pound of the drill, has forced oil to show in the old well, which is about 40 feet from the new hole that is being sunk.

News Notes

Mr. and Mrs. Frank Hall attended the Shady Nook Stampede on Monday last.

The main job the first part of the week was to try and keep as cool as possible while the sun worked about 18 hours per day keeping things warm.

**TAP, BALLET AND INTER-
PRETATIVE DANCING** —
Now taught in Raymond. Private lessons 35c. Semi-private, 25c. Mrs. G.W. Evans Phone 31.

Ted Holland and Owen Quinton of Cardston were Raymond visitors on Wednesday continuing on into Lethbridge that night.

Everybody is busy this weather with the irrigation water to keep gardens, lawns and beets from suffering from the intense heat.

LOST—White pup, answers to name of "Snowball." Is child's pet and would greatly appreciate getting him back. Call at Recorder Office.

Mr. and Mrs. S. I. May were Calgary visitors over Sunday returning home Monday afternoon.

The 25 seaplanes from Italy that crossed the ocean in formation flying under General Italo Balbo started on their return journey Tuesday, after visiting at the Century of Progress Exhibition in Chicago.

Miss Teresa Sheppard and Smellie Redd were guests at the T. Geo. Wood cabin at Waterton Lakes. Smellie returned Monday but Teresa will remain a week.

Mr. and Mrs. Jos. Woolley returned home Monday after a brief honeymoon spent in Calgary and Banff. They are living in part of L. C. Woolley's house, and "Joe" is back at work in the Garage again. They are receiving the congratulations of their many friends.

We certainly appreciate the news items mailed, phoned and handed to us from our friends in and about town. We hope it is a habit that will grow as it makes the paper more spicy, and we get items that otherwise would escape us.

A blaze of unknown origin, starting in the rear basement of the McDermid Drug Store on eighth avenue in Calgary, was one of the most disastrous in a number of years, and gutted the interior of the block completely. Repairs will be made as soon as the insurance adjusters have finished their work.

REPAIRS

of ALL KINDS on
TIMEKEEPERS, SPEC-
TACLES, JEWELLRY

If our Work Satisfies, Tell
Your Friends; IF it Does
Not Satisfy, Tell Us.

GEO. FROMM

— RAYMOND —

MAIL ORDERS PROMPT-
LY ATTENDED TO.

THE UNPROFITABLE BOARDER IN THE POULTRY FLOCK

(Experimental Farms Note)

The unprofitable boarder in the poultry flock is a liability that should be wiped out at the earliest possible moment and, though the trap-nest is the most reliable indication of a poor producer, there are certain visible characters that readily distinguish the poor layer at this season of the year.

Providing the condition has not been brought about by injudicious feeding, a depilating mite, or a nutritional deficiency in the ration, a bird that goes into an early moult is generally an unprofitable bird. The persistently broody hen and the bird that is hard to "break up" is using feed that should be going to a good growing pullet that should take her place in the flock. If she is overlooked she may become a menace and transmit the undesirable broody factor to her offspring. The bird with the hard, heavy abdomen and thick, hard fat covering the pubic bones at the sides of the vent, excessive yellow pigmentation in legs and beak, and with dry, scaly combs is a poor producer if these characters are in evidence at this season of the year when a good hen should be bleached out in leg and beak, carry a full, waxy, bright red comb, a bright alert eye, soft pliable skin over the abdomen, large moist vent, and goos spread between the pubic or "lay" bones. At this season the novice will seldom err if the flock is handled and carefully culled by these elementary and simple characters.

To ensure a more reliable selection, a closer study should be made of other outward and visible characters possess by both high and low producers in addition to those mentioned and, if a definite record of both production and egg size is desired, the trap-nest is essential.

W. T. Scott,
Dominion Experimental Station
Harrow, Ontario.

DID YOU EVER STOP TO THINK

By Edison R. Waite

JAMES E. BARRETT, MAN-
AGING DIRECTOR OF THE
OKLAHOMA BILTMORE HOT-
EL IN OKLAHOMA CITY,
SAYS:

"The stories of the stability of some cities are dramatic stories of business-like methods of business building. Many of them are stories of success achieved in the face of discouragements and almost insurmountable difficulties brought on by the depression. What these cities have done, others can do if they have the spirit and courage to do so.

"The time has arrived when we are in the first stages of recovery. Better times are ahead and those cities who have been letting opportunities pass should wake up and display more energy in making their advantages known to the outside world.

"In the better times ahead no industry or investor will be seeking to locate or invest in an electric-lighted graveyard. They want to locate in a city whose beacon light can be seen afar—a city that is alive, knows it, and tells the world about it.

"A city must use the same methods in securing new capital and people to aid it its (con-

Country Club Shirts

A New Variety of Colors Just In
Call In and See Them

The Broadway Store

elopment and add to its store house of wealth as any successful business does to keep growing. It must have the goods and then advertise in the newspapers so that all may know what they have and where it is.

"A CITY THAT DOES NOT ADVERTISE ITSELF IS THE CITY THAT INVESTORS AND THOSE SEEKING A LOCATION FOR INDUSTRIES PASS BY ON THEIR WAY TO THE CITY THAT DOES."

COLLEGE TRAINED FARMERS

A survey has been made by 19 agricultural colleges scattered throughout the United States to determine to what extent they are accomplishing their primary purpose to educate the young men who will use their knowledge in the scientific cultivation of the soil.

Of the graduates of those schools only 27.8 per cent. have returned to the farm as managers, owners, tenants or skilled labor. Fifty per cent of Kansas graduates return to the soil but only eight out of every 100 of the Florida graduates directly employ their knowledge in farming. Leaving out the highest and lowest percentages, the average for the other states seems to be about 33 p.c.

Twenty-four per cent of all graduates take up teaching as their life work, others devote themselves to research or extension work and to business relating to agriculture. The remainder enter other walks of life not connected with farming.

While it is natural, and perhaps desirable, that related occupations, such as the fertilizer industry, the packing business and commercial fruit production and marketing, milling, dairying and agricultural journalism should attract so many of the graduates, there is a real need for all of them back on the farm.

Scientific farming has proved itself capable of advancing agriculture and curing some of the farm ills for which congress is still vainly seeking a panacea.

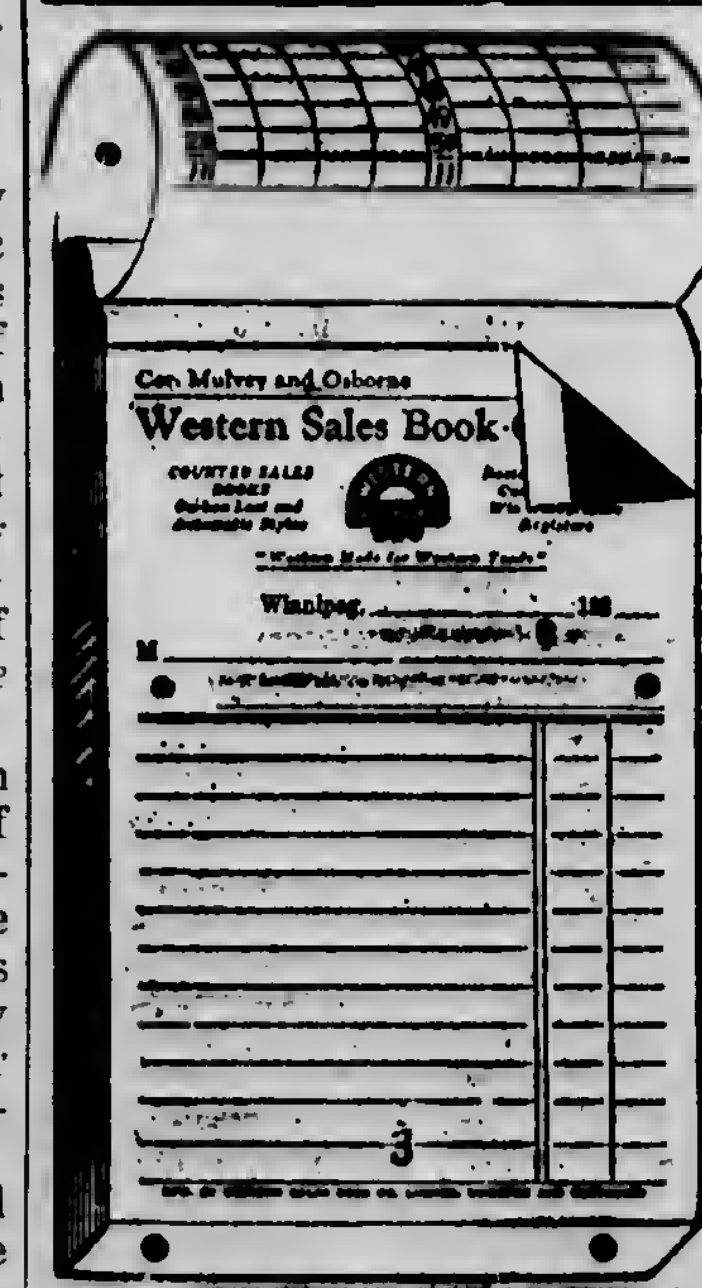
Herman Linder, first, Clarke Lund, second and Melvin Bascom third was the way the prize money went for Bronco Riding at Shady Nook on Monday.

Frank Weaver and Howard Melchin were in Waterton Park on Saturday, taking a crowd of girls up for a carning trip. The boys returned that evening.

Misses Inez and Frances Williams and Helen Linitski, were hostesses at the Silver Wedding Anniversary of Mr. & Mrs. S. B. Williams at the Williams farm home on Sunday, July 23rd. Covers were laid for 50 guests, and a very enjoyable time spent by all those present.

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COUNTER

Check

Books

Prices Right - Quick Service

The Recorder